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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/645,292
	Filing Date	08/24/2002
	First Named Inventor	Linda M. Smith
	Art Unit	3622
	Examiner Name	Young, John L.
Total Number of Pages in This Submission	Attorney Docket Number	23528-030

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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Or Individual name	Jinntung Su, Reg. No. 42,174 Manatt Phelps & Phillips LLP
Signature	
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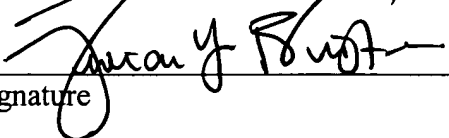
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3622
23528-030
Patent 41

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Linda M. Smith, *et al.*
Serial No.: 09/645,292
Filed: 08/24/2000
For: TARGETED MARKETING
SYSTEM AND METHOD
Confirmation
No.: 3365
Art Unit: 3622
Examiner: Young, John L.
Attorney
Docket No: 23528-030

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AMENDMENT UNDER RULE 37 CFR 1.111

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This Amendment is submitted under 37 C.F.R. §§1.111 in response to the Office Action
mailed 04/16/2004. Please amend the above-identified application and consider the following
remarks as follows:

Amendments to the Claims are reflected in the listing of claims and begin on
page 2 of this paper.

Remarks/Arguments begin on page 4 of this paper.